SM/BA 385 – Chapter 4 Assignment

Soliciting and Selecting Host Cities and Venues

Develop an RFP for a 16-team ice hockey tournament to be held at two venues in a single city.

–Include the following information:

•4 cities that you will send the RFP to and why?

•Introduction

•Event Description (include level of teams)

•Possible Event Schedule

•Definition of ideal event site (include minimum requirements as well)

•Benefits to Host City (include estimated economic impact)

-Use estimates of room nights and average room rate to calculate total hotel spending (B+C=D)

-Use estimated total # of attendees, days in the market, and per diem spending to calculate total spending (ExFxG=H)

-Use 2.25 economic multiplier to come up with total estimated economic impact (D+H x 2.25 = ?)

–Make sure to include information mentioned in the power point for each section